(c) if so, whether Government have any proposal to review the position and increase their advertisement revenue through DD?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has intimated that Doordarshan reaches an estimated 70 million homes, whereas cable and satellite channels reach an estimated 30 million homes.

(b) Prasar Bharati has intimated that only during 1997-98 and 1998-99, the revenue had shown a downfall trend, which in 1999-2000 and 2000-2001, has been reversed. Data regarding revenue of foreign/ private channels is not maintained by Prasar Bharati.

(c) Prasar Bharati has informed that they have initiated a number of steps, within the parameters of its role as Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies, functional autonomy to regional centres with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

Industrial sickness in CPSUs

*530. DR. ALLADI P. RAJKUMAR:
SHRIMATI VANGA GEETHA:

Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

(a) whether the Industrial sickness in central Public sector Undertakings is increasing every year;

(b) the number of undertakings found to be sick and making losses as on 31st March, 2001; and

(c) the details of steps taken by Government to bring improvement in their working?

THE MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI MANOHAR JOSHI):· (a) Sickness in Industry have been affecting both public and private sectors. Sick CPSUs are referred to Board for Industrial and Financial Reconstruction (BIFR) for appropriate remedial action. As on 31.12.2000, 65 sick CPSUs were registered with BIFR. Number of new cases registered with BIFR during the last three years were 3, 3 and 2 in 1998, 1999 and 2000 respectively.

(b) Of the 65 sick CPSUs registered with BIFR, 59 had incurred loss during 1999-2000, the period for which the information is available.

(c) Enterprise specific measures are taken to revive or turn around the PSUs. Sick Industrial PSUs are referred to BIFR for formulating appropriate revival/rehabilitation scheme under the provisions of SICA. For other loss making PSUs administrative Ministry in consultation with management concerned, explore various options, like technology upgradation, manpower restructuring, periodical review of performance, formation of joint ventures, improved marketing strategies etc. and thereby devise appropriate measures for restructuring of these PSUs.

Literacy rate among tribals

†*531. SHRI JANESHWAR MISHRA: Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) the literacy rate among the females and males of various tribal communities of India as per the latest census data; and

(b) which tribe has the lowest literacy rate alongwith the tribe which has the highest literacy rate?

THE MINISTER OF TRIBAL AFFAIRS (SHRI JUAL ORAM) (a) and (b) The litercy rate among the females and males of various tribal communities of India pertaining to 2001 census have not been compiled as yet.

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†Original notice of the question was received in Hindi.